

# Quick-Start Guide to MARKETING PLANS

DIGITAL  
LITERACY  
FOR  
LIBRARIANS

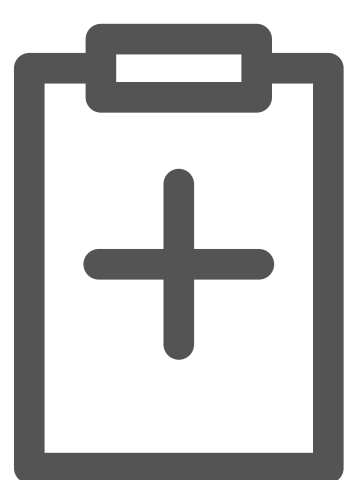
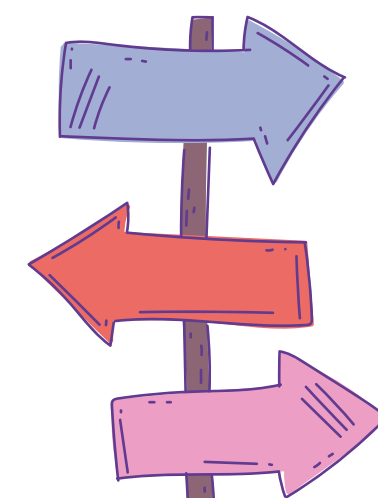


## 1. THE AUDIENCE

Who do you want to see the ad? What do they do all day?  
What matters in their lives?  
Meet people where they're at.

## 6. CHOOSE METHODS

How will you market?  
Social media? Website?  
Radio? What are you  
actually going to do?



## 2. PRODUCTS & SERVICES

Which products and services do  
you offer this demographic? Can  
you bundle services? Why should  
people care about this service?

## 7. MAKE A BUDGET

Make a budget and choose  
tools and resources within  
that budget. Outsource or  
recruit volunteers as needed.



## 3. COMPETITION

Who else is competing for your  
audience's attention? How are  
they connecting with people?  
What can you do to stand out?

## 8. PLAN OF ACTION

What are the smaller steps  
you need to accomplish to  
design and implement your  
chosen method? Make a list.



## 4. PARTNERS

Are you already partnering  
with people? Can you  
coordinate marketing? Will  
you promote each other?

## 9. ACCOUNTABILITY

Who is in charge of each  
stage of the marketing  
plan? Make a timeline and  
progress tracker.



## 5. MARKETING GOALS

What do you want to get out  
of marketing efforts? Increase  
attendance? Better web stats.  
What does success look like?

## 10. EVALUATE & ADAPT

Find out what worked and  
what didn't. If things went  
haywire, be realistic about  
the true root cause.

